

INTERCOLLEGIATE BROADCASTING SYSTEM, INC.  
507 Fifth Avenue, New York, N. Y.

March 31, 1942

Station WPRU  
Princeton University  
Princeton, New Jersey

ATTENTION: Business Manager

In offering your station for renewal of the Camel contract, we must have the following:

DEADLINE: April 15.

A. A sample Camel show as outlined in the enclosed sheet.

B. We suggest that you invite 3 local dealers *(to three shows)* who carry Camels, to your station to audition a Camel Campus Caravan show, requesting each to write a letter to your station giving his reaction to the show. These letters should be forwarded by you to this office. It would be desirable to get, in these letters, opinions as to the way in which the show is helping to merchandise Camels for the dealers, and reactions to the show itself.

We cannot stress too greatly, the importance of getting these letters, and the other material, to us by April 15. We must have your cooperation.

Sincerely,

*Louis M. Bloch, Jr.*

Louis M. Bloch, Jr.  
Business Manager

LMB:nrf